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Domestic Visitor by Activity

Top 15 Visitation

17 Tourism-Related

by State

SIC Codes

Partnerships

Industry Partner Opportunities

SEM

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Friends,

Missouri's diversity is found in our people, in our geography, and in the sights and sounds that are enjoyed in Missouri.

From our bustling cities to our picturesque towns to the streams and trails of deep forests, Missouri has something for everyone. In one day, you can go to a tractor pull and a major league baseball game or watch an award-winning play and float down a crystal-clear river. Missouri is a place steeped in rich history and also ready to compete in a high-tech, fast-paced future.

In 2013, Missouri was named the Best Trail State by American Trails. To encourage outdoor activity, the First Lady and I challenged Missourians to get outside and log 100 miles by walking, running, biking, paddling or rolling. More than 10,000 Missourians responded to the 100 Missouri Mile challenge and together logged more than 1 million miles. This initiative has truly renewed an appreciation of Missouri's natural beauty and energized outdoor activity in families across the state. It has also supported our tourism industry by bringing attention to the opportunities for adventure found in every corner of the Show-Me State.

Tourism plays a vital role in Missouri's economic development. In fiscal year 2013, visitors spent a combined \$11.1 billion, supported 285,000 jobs, and generated \$1.3 billion in state and local taxes that contribute to our communities' economic well-being. In fact, in fiscal year 2013, total tourism sales were up \$140 million from the previous fiscal year.

The Division of Tourism's advertising and branding efforts have helped to build on this momentum. The new brand – Enjoy the Show – has been very successful. The ratings for its television campaign placed it in the top 10 percent of destination ads tested by their market research firm.

As we welcome more and more of the world's travelers to our diverse state, we help to create jobs, build our economy, and strengthen the foundation of communities across Missouri.

Thank you for your continued support in this important effort.

Sincerely

Jeremiah W. (Jay) Nixon

Governor



The Division of Tourism is responsible for promoting Missouri as a premier destination for tourists from throughout the United States and from around the world. The Division is dedicated to wise and strategic investments in travel promotion that will feed a virtuous cycle of economic benefits for Missouri. Travel promotion programs spur interest in visiting destinations among potential travelers. Stronger travel interest generates more visitors. Additional visitors spend more at local attractions, hotels, restaurants, retail stores and other businesses. Greater travel spending supports more local jobs and generates additional tax revenue for state and local governments. Under the bipartisan leadership of the Missouri Tourism Commission, we will continue to aggressively pursue opportunities to showcase Missouri and foster successful partnerships as we enter a new travel season.

Katie Steele Danner

Director

TOURISM WORKS FOR MISSOURI

The Missouri travel industry is a leading export-oriented industry.

Make no mistake: The market for travelers is every bit as fierce and competitive as the beverage business or the market for new cars.

Travel promotion efforts in Missouri are led by the Missouri Division of Tourism and are aimed at showcasing our variety of tourism assets.

We are a research-based organization with the ultimate goal to grow market share by drawing more visitors – and the spending and tax revenue they generate – to and within Missouri. Spending by visitors generates sales in lodging, food services, recreation, amusement parks, airlines, car rental companies, gas stations and retail businesses – the "travel industry." These sales support jobs for Missouri residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent.

In contrast to an industrial facility or a construction site that is readily identifiable, the travel industry has a much broader footprint in Missouri because it is composed of a diverse group of businesses found in every county in the state. The money that visitors spend while in Missouri produces business receipts at these firms, in turn employing Missouri residents and paying their wages and salaries.

State and local government units benefit from travel as well. Businesses operating in the state pay taxes based on gross receipts as well as sales taxes on goods and services provided to travelers. Traveler purchases also generate tax revenue for local governments.

The evidence is clear: Wise investments in effective travel and tourism promotion feed a virtuous cycle of economic benefits.

MARKETING BUDGET BY PROGRAM

PROGRAM	TOTAL EXPENDITURES	PERCENT OF TOTAL
General Domestic Marketing	\$5,629,933	52.54%
Cooperative Marketing	\$2,814,279	26.26%
Welcome Centers	\$909,604	8.49%
Fulfillment	\$350,582	3.27%
Digital Technology	\$311,161	2.90%
Research	\$275,738	2.57%
Public Relations	\$225,741	2.11%
Tour and Travel	\$136,525	1.27%
International	\$62,720	0.59%
TOTAL	\$10,716,283	

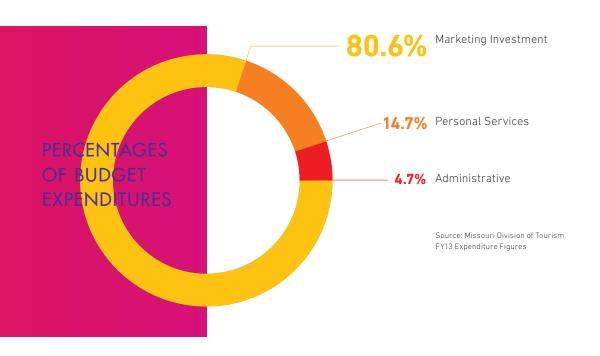
17 TOURISM-RELATED SIC CODES

(STANDARD INDUSTRY CLASSIFICATION)

	SIC CODE	CODE TITLE	FY13 EXPENDITURES*
1	5811	Eating Places Only	\$3,718,679,381
2	5812	Eating and Drinking Places	\$4,648,612,362
3	5813	Drinking Places – Alcohol Beverage Only	\$365,870,041
4	7010	Hotel, Motel and Tourist Courts	\$1,379,606,436
5	7020	Rooming and Boarding Houses	\$1,267,486
6	7030	Camps and Trailer Parks	\$54,903,913
7	7033	Trailer Parks and Camp Sites	\$10,301,468
8	7041	Organization Hotel and Lodging Houses	\$43,455,804
9	7920	Producers, Orchestras, Entertainers	\$47,948,003
10	7940	Commercial Sports	\$291,110,627
11	7990	Misc. Amusement and Recreational	\$62,674,937
12	7991	Boat and Canoe Rentals	\$20,463,167
13	7992	Public Golf Courses and Swimming Pools	\$80,592,884
14	7996	Amusement Parks	\$10,217,335
15	7998	Tourist Attractions	\$184,293,802
16	7999	Amusement NEC (not elsewhere classified)	\$142,717,358
17	8420	Botanical and Zoological Gardens	\$152,727
		TOTAL	\$11,062,867,731

^{*}Source: Missouri Department of Revenue

 $2013\ figures\ are\ a\ preliminary\ run.\ The\ Department\ of\ Revenue\ will\ not\ have\ the\ final\ figures\ until\ September\ 2014.$



The Missouri Tourism Commission champions the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

THE MISSOURI TOURISM STORY

The Division of Tourism's budget is computed following 1993 legislation, commonly referred to as H.B. 188. The premise of the bill is simple: The tourism industry is one of our state's top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism's budget is determined by comparing growth of these sales-tax-generating revenues, produced by the industry (from the 17 SIC Codes shown on page 4), with the general revenue fund of the state of Missouri. If the industry grows, the Division's budget is increased; if it does not grow, the budget is not increased.

This nationally recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism. It takes MDT out of the fight for general revenue funds; it DOES NOT increase taxes.

COMMISSION MEMBERS

(at time of printing)

Among other duties, the Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and in the use of news and advertising media.
- Promotes the exchange of travel and tourism ideas and information between state and local agencies, chambers of commerce, convention and visitors bureaus, tourism entities, travelrelated organizations and individuals.



MISSOURI TOP TOURISM **NUMBERS**

38 million

Total number of visitors to Missouri during FY13

\$14.6 billion

Total economic impact of the FY13 Missouri tourism industry

285,114

Number of Missourians directly employed by tourism businesses in FY13

5,000

Number of VisitMO Web listing partners

+130/ Increase in visits to VisitMO.com to view Increase in visits to tourism business listings

Increase in travelers visiting Official Missouri Welcome Centers

Amount spent per person, per trip by FY13 domestic Amount spent per person/ overnight visitors.

Increase in engagement rate of MDT's Facebook Increase in engagement fans during FY13

\$3.21

State tax revenue received by Missouri for every dollar invested in MDT's FY13 budget



TOURISM SPENDING AND EMPLOYMENT BY REGION

COUNTY NAME	FY13 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY13 TOURISM-RELATED EMPLOYMENT*
ADAIR COUNTY	\$29,021,125	1,416
AUDRAIN COUNTY	\$17,255,426	483
CLARK COUNTY	\$3,574,011	131
FRANKLIN COUNTY	\$120,480,614	3,622
GASCONADE COUNTY	\$17,615,872	551
JEFFERSON COUNTY	\$207,213,237	5,982
KNOX COUNTY	\$912,645	57
LEWIS COUNTY	\$3,464,911	155
LINCOLN COUNTY	\$37,558,123	1,054
MACON COUNTY	\$16,194,038	510
MARION COUNTY	\$45,971,090	1,483
MONROE COUNTY	\$3,576,802	128
MONTGOMERY COUNTY	\$6,879,010	233
PIKE COUNTY	\$13,187,076	448
RALLS COUNTY	\$6,134,364	155
RANDOLPH COUNTY	\$23,047,133	722
SCHUYLER COUNTY	\$1,310,932	15
SCOTLAND COUNTY	\$2,315,280	68
SHELBY COUNTY	\$1,684,303	114
ST. CHARLES COUNTY	\$633,886,334	18,661
ST. LOUIS CITY	\$1,251,165,243	25,467
ST. LOUIS COUNTY	\$2,286,445,977	58,782
WARREN COUNTY	\$29,979,627	728

NORTHWEST REGION

COUNTY NAME	FY13 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY13 TOURISM-RELATED EMPLOYMENT*
ANDREW COUNTY	\$17,185,097	235
ATCHISON COUNTY	\$10,371,085	220
BUCHANAN COUNTY	\$162,329,389	4,598
CALDWELL COUNTY	\$1,155,404	31
CARROLL COUNTY	\$5,318,021	169
CASS COUNTY	\$104,667,151	2,656
CHARITON COUNTY	\$2,740,554	87
CLAY COUNTY	\$380,690,793	11,600
CLINTON COUNTY	\$8,986,362	312
DAVIESS COUNTY	\$4,691,190	131
DEKALB COUNTY	\$14,110,205	298
GENTRY COUNTY	\$2,197,756	98
GRUNDY COUNTY	\$8,318,179	248
HARRISON COUNTY	\$12,077,780	288
HOLT COUNTY	\$6,583,474	145
HOWARD COUNTY	\$4,506,273	136
JACKSON COUNTY	\$1,676,347,223	38,193
LAFAYETTE COUNTY	\$25,998,677	1,065
LINN COUNTY	\$8,965,953	290
LIVINGSTON COUNTY	\$17,851,702	444
MERCER COUNTY	\$827,932	29
NODAWAY COUNTY	\$25,005,738	1,077
PLATTE COUNTY	\$273,472,493	5,736
PUTNAM COUNTY	\$1,154,606	28
RAY COUNTY	\$11,321,609	381
SALINE COUNTY	\$19,124,925	706
SULLIVAN COUNTY	\$1,792,319	12
WORTH COUNTY	\$506,202	23
TOTAL NORTHWEST REGION	\$2,808,298,092	69,236

COUNTY NAME	FY13 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY13 TOURISM-RELATED
BENTON COUNTY	\$13,965,436	385
BOONE COUNTY	\$354,185,092	10,652
CALLAWAY COUNTY	\$36,350,367	1,339
CAMDEN COUNTY	\$146,605,443	3,818
COLE COUNTY	\$130,916,747	3,661
COOPER COUNTY	\$16,151,023	869
DALLAS COUNTY	\$11,806,179	389
HENRY COUNTY	\$28,348,430	836
HICKORY COUNTY	\$5,181,317	186
JOHNSON COUNTY	\$52,771,249	1,901
LACLEDE COUNTY	\$46,998,912	1,076
MARIES COUNTY	\$2,903,876	54
MILLER COUNTY	\$28,740,290	674
MONITEAU COUNTY	\$8,081,587	261
MORGAN COUNTY	\$18,308,164	475
OSAGE COUNTY	\$5,562,367	212
PETTIS COUNTY	\$61,821,291	1,733
PULASKI COUNTY	\$71,838,645	2,524
ST. CLAIR COUNTY	\$3,816,638	69

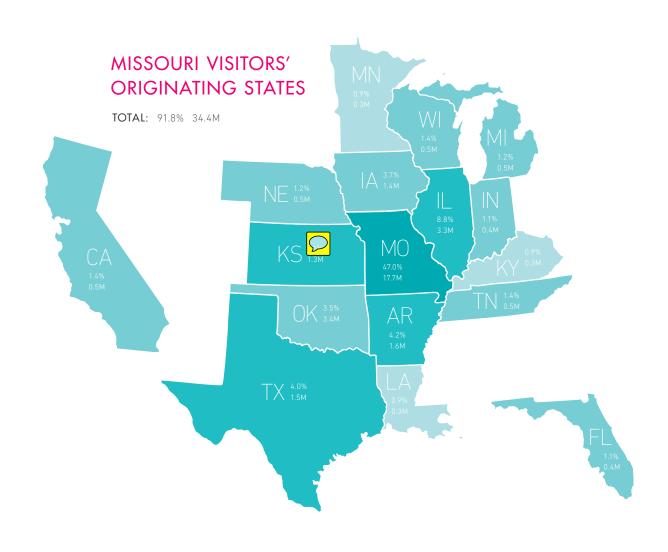
SOUTHEAST REGION

	FY13 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	
BUTLER COUNTY	\$71,020,370	1,713
	\$8,293,604	
DUNKLIN COUNTY	\$29,356,040	
HOWELL COUNTY	\$49,517,083	
IRON COUNTY	\$4,792,151	
MADISON COUNTY	\$7,408,972	
MISSISSIPPI COUNTY	\$9,582,293	238
NEW MADRID COUNTY	\$23,306,835	
	\$5,373,067	
		530
		105
	\$7,861,762	
	\$45,926,042	1,261
SHANNON COUNTY		105
ST. FRANCOIS COUNTY	\$84,106,376	
STE. GENEVIEVE COUNTY	\$12,338,203	450
STODDARD COUNTY	\$26,121,559	
	\$13,548,054	379
WASHINGTON COUNTY	\$10,509,624	257
WAYNE COUNTY	\$7,267,422	217
TOTAL SOUTHEAST REGION	\$735,523,119	19,315

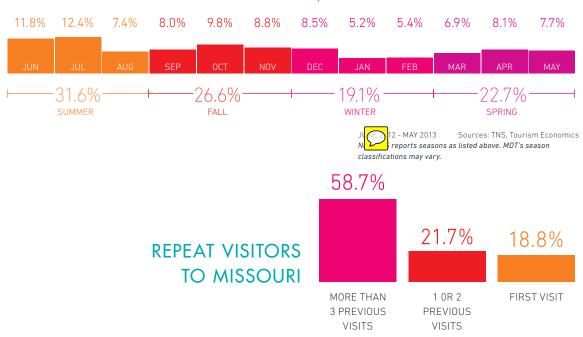
	FY13 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	
BARRY COUNTY	\$36,441,700	885
BARTON COUNTY	\$9,771,323	466
BATES COUNTY	\$15,774,470	325
CEDAR COUNTY	\$9,388,104	329
CHRISTIAN COUNTY	\$66,086,209	1,994
DADE COUNTY	\$3,011,835	70
DOUGLAS COUNTY	\$7,435,430	178
GREENE COUNTY	\$598,749,711	16,750
JASPER COUNTY	\$183,481,823	5,192
LAWRENCE COUNTY	\$24,194,434	725
MCDONALD COUNTY	\$10,456,054	275
NEWTON COUNTY	\$88,537,415	1,937
OZARK COUNTY	\$6,440,768	228
POLK COUNTY	\$23,234,413	481
STONE COUNTY	\$142,975,754	1,037
TANEY COUNTY	\$438,424,888	12,288
VERNON COUNTY	\$16,768,337	464
WEBSTER COUNTY	\$24,472,205	508
WRIGHT COUNTY	\$10,175,421	352

ENTIRE STATE OF MISS	C	DURI
FY13 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*		FY13 TOURISM-RELATED EMPLOYMENT*
		285,114

^{*}Sources: Missouri Departments of Revenue and Labor and Industrial Relations



PERCENTAGE OF MISSOURI VISITORS, BY MONTH



13

DOMESTIC VISITOR BY ACTIVITY

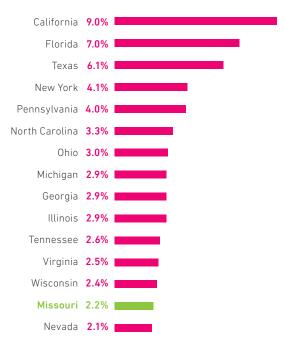
Visiting relatives 27% Shopping 19% Visiting friends 14% Rural sightseeing 11% Fine dining 10% Urban sightseeing 9% Museums 8% Historic sites/churches 6% Casino/gaming 5% Musical theater 4.5%

Visitors may fall in one or more category.

JUNE 2012 - MAY 2013

Sources: TNS, Tourism Economics

TOP 15 VISITATION BY STATE



JUNE 2012 - MAY 2013

Sources: TNS, Tourism Economics

17 TOURISM-RELATED SIC CODES

YEAR	SALES TAX ON THE 17 SIC CODE SALES*	TOTAL SALES/EXPENDITURES ON THE 17 SIC CODES**
2000	\$316,216,376	\$7,484,411,263
2001	\$317,020,546	\$7,503,444,879
2002	\$323,658,919	\$7,660,566,136
2003	\$327,971,491	\$7,762,638,843
2004	\$346,083,562	\$8,191,326,903
2005	\$362,368,106	\$8,576,759,915
2006	\$384,172,163	\$9,092,832,259
2007	\$405,672,398	\$9,601,713,554
2008	\$430,119,528	\$10,180,343,850
2009	\$427,442,598	\$10,116,984,559
2010	\$421,325,726	\$9,972,206,539
2011	\$434,295,795	\$10,279,190,421
2012	\$462,980,057	\$10,958,107,849
2013**	\$467,406,162	\$11,062,867,731

^{*}Sales tax rate = 4.225%

^{**2013} figures are a preliminary run. The Department of Revenue will not have the final figures until September 2014.



ENJOY THE SHOW CAMPAIGN

Fiscal year 2013 saw the introduction of a new brand campaign for the state of Missouri – Enjoy the Show. Developed through consumer research and testing, the Enjoy the Show campaign highlights the variety of the tourism product in Missouri and equally supports the five main activity genres which make up that variety: Family Fun, Outdoor Recreation, Arts and Culture, Nightlife and Entertainment, and Sports and Gaming.

Nearly all the creative used in the Enjoy the Show campaign was captured during the course of a six-day production tour across the state of Missouri. The result was an integrated creative campaign including seven TV spots, eight print ads, seven billboards, Chicagobased transit ads, an online display campaign, Facebook ad buy and YouTube TrueView video pre-roll buy. VisitMO.com was redesigned to include richer video content. The VisitMO blog site, social channels and email newsletter also were redesigned.

The new brand position heralded variety as a differentiating reason to visit Missouri; the results showed creative delivered on this message. When asked whether the creative communicated "Missouri offers a wide variety of things to do/places to see," our target market audience demographic ranked it as "excellent" - 4.0 on a 4.0 scale. Additionally, 65 percent recalled one or more campaign elements, surpassing our goal. Considering it takes time for new creative to reach peak levels of recall, these results are impressive. Most notable in this success is that the television campaign ranked in the top 10 percent of all Destination Marketing Organization (DMO) ads Strategic Marketing & Research Inc. (SMARI) has ever tested.



MEDIA

The advertising plan was designed to keep Missouri top-of-mind as a destination in priority markets and to drive the target audience to VisitMO.com. More specifically, the goals were to maintain a top three share-of-voice position in each of MDT's target markets and to deliver overall advertising awareness levels of more than 50 percent.

Advertising budgets were down 10 percent from FY12. This reduction was applied to the fall plan only to ensure that the new brand launch would receive strong media support. A blend of :15 and :30 TV ads along with negotiated added value elements allowed Missouri to maximize every dollar and increase overall impression levels.

Outdoor transit advertising in Chicago was used to launch the new MDT brand in spring, and online video advertising also was introduced into the media plan for the first time.

The following advertising elements were utilized to promote Missouri Tourism:

- Television (in-state and out)
- Magazines
- Online Banner ads (includes ads on mobile devices)
- Online Video ads
- Search Text ads
- Outdoor

Target Audiences:

Female travel decision-makers

Established markets include:

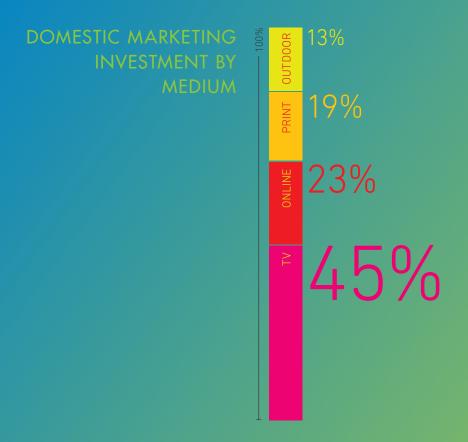
Cedar Rapids-Waterloo & Dubuque; Champaign & Springfield-Decatur; Des Moines-Ames; Ft. Smith-Fayetteville-Springdale-Rogers; Jonesboro; Little Rock-Pine Bluff; Lincoln & Hastings-Kearney; Oklahoma City; Omaha; Paducah-Cape Girardeau-Harrisburg-Mt. Vernon; Peoria-Bloomington; Quad Cities (Davenport-Bettendorf-Rock Island-Moline); Sioux City; Terre Haute; Topeka; Tulsa and Wichita

Four opportunity markets also received advertising support:

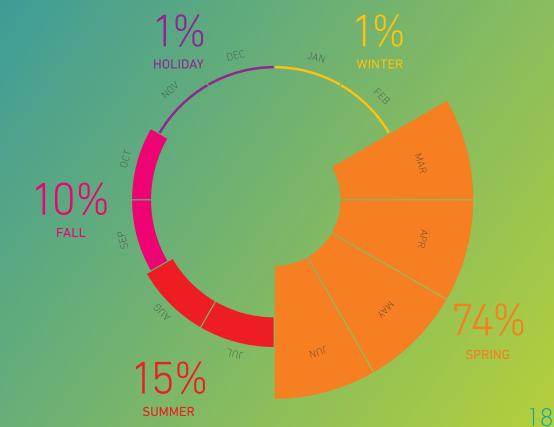
Chicago, Evansville, Louisville and Memphis

In-State Markets:

Columbia-Jefferson City; Joplin-Pittsburg; Kansas City; Ottumwa-Kirksville; Quincy-Hannibal; Springfield-Branson; St. Joseph; and St. Louis







EMAIL MARKETING

In conjunction with the overall advertising campaign, the Missouri Division of Tourism continued the successful Customer Relationship Program that was delivered through targeted bi-weekly email messaging.

In addition, MDT developed a new consumer email template to introduce the new Enjoy the Show branding.

The main objective of the email marketing campaign was to establish communication with potential travelers and maintain ongoing relationships with consumers who were interested in traveling to and within Missouri. In addition, other marketing objectives for the email campaign were as follows:

- Motivate increased travel to Missouri and increase state tourism revenues by showcasing beautiful, compelling images and exciting creative.
- Reacquaint Missourians and consumers in our target demographic with the wide variety of travel activities in the state.
- Deliver relevant email messages and provide tailored content and trip planning resources to potential and current travelers according to their areas of interest.
- Drive traffic to our website, VisitMO.com.

MISS PLANE OF PORTION OF THE SHOW HE STATE

As the summer head so ut of town, beautiful autumn weather arrives. Now is the perfect time to dine all fresco, sip wine on a patio with a fabulous view, and put on that great new outfit for an evening on the town.

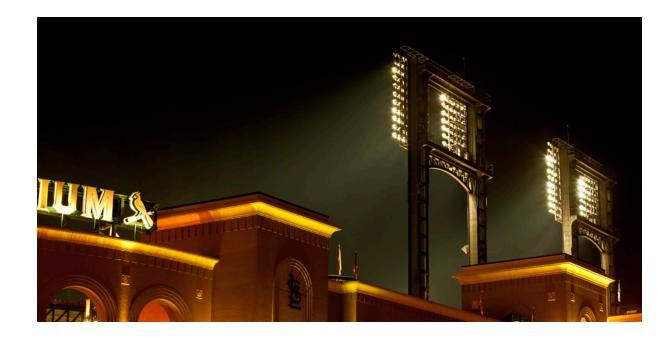
If you're ready to treat yourself to an autumn getaway in Missouri, read on, and let your plans take shape.

Each email targeted a specific audience according to their geographic location, travel interests and travel activity they indicated when opting in for information from MDT. The email blasts, titled "Discover MO: Missouri's Official Travel Newsletter," were themed, written and designed according to travel interests.

A year-long editorial calendar was developed to outline the appropriate emails to be sent at the most relevant times of the year. The emails positioned Missouri as a unique and exciting vacation destination and served as a communication platform to remind and inform people of the wide variety of activities in Missouri. The email program also served as a reminder of upcoming events and activities and provided information on special promotions when applicable, such as 100 Missouri Miles, the Governor's 2013 outdoor fitness program.

Twenty-four email blasts were sent during FY13, delivering nearly 1.6 million impressions. Of those receiving emails, an average of 15.18 percent viewed the email, ranking above industry average. Click-thru rates were very strong; 4.63 percent of those who viewed an email clicked through to links or content within the email. In comparison, the tourism and travel industry click-thru average is about 2.8 percent.

During FY13, MDT in conjunction with Madden Media continued to offer the successful banner advertising opportunities as a revenue generation tool. Industry partners could purchase a "featured destination" space or banner ad spots to highlight their destination or attraction at a discounted rate.



COOPERATIVE MEDIA EXCHANGE

The Media Exchange program was developed in FY10 and was continued in FY13. MDT's co-op leadership team continued to work in close partnership with DMOs throughout the state to maintain the program.

The idea behind the Media Exchange is to leverage the state in its entirety at every media level possible. The monetary investment made to promote Missouri is leveraged as one budget; the end result is additional revenue for the state.

Partners shared their media plans with the state to compile one large flowchart showcasing the efforts of all partners on behalf of the state. The information was then shared with the participating partners. Looking at the big picture of the efforts being made by all partners avoided oversaturation in a market and reduced competition amongst partners. When opportunities for enhancement are found, revisions to existing plans were made.

Compiling this information allowed greater negotiating power on behalf of the state of Missouri and their partners. In the print medium, MDT used the combined volume and frequency of participating partners to develop state rates so that all partners could take advantage of discounted costs.

LEAD GENERATION

In addition to mass media, the Missouri Division of Tourism implemented a lead-generation campaign designed to increase the state's direct marketing email database. This highly successful program delivered 18,285 leads in five months. Registrants also provided vacation interests allowing MDT to message interested travelers with highly customized information, discounts and promotions.

VISITMO.COM

Fiscal year 2013 brought about significant and exciting updates and additions to VisitMO.com and MDT's other online assets. To support the Enjoy the Show brand launch, MDT refreshed the overall site design and aligned the visual elements of the site with the new brand. User experience was improved by refining the interface structure and to be more intuitive and easier to use. As a result of these website enhancements and other marketing efforts, VisitMO. com saw a substantial increase in site visits from FY12 to FY13.

13%

1.22M VISITS IN FY12





In addition to the enhanced site aesthetics and navigation, key reasons for this increase in site traffic include:

- Increased promotion of VisitM0.com through VisitM0 social channels, such as Facebook, Pinterest and YouTube as well as cross-channel integration of social media.
- Development of a "Backstage Pass"
 landing page designed to showcase the destinations featured in the campaign and supplement the paid advertising campaign.
 Video content was added to the site to bring the campaign to life online and afford visitors a richer site experience.
- Greater access on VisitMO.com for travelers to connect with VisitMO.com. Persistent buttons were added below the home page slider to allow easy access to the Travel Guide order form, e-newsletter sign up and VisitMO social channels.
- Design enhancements to the mobile site.
 The mobile site received a design refresh to complement the desktop site. Additionally, VisitMO articles were converted to be accessible on mobile devices.
- Increased traffic to VisitMO.com via mobile device. Mobile use of VisitMO.com continued to grow at an incredible pace with 307,407 travelers accessing VisitMO.com on a mobile device, an increase of more than 64 percent from FY12.

SPOTLIGHT BLOG FY13

The Bistro blog was redesigned and renamed the Spotlight blog in keeping with the new brand and the Enjoy the Show concept. The Spotlight blog also became a more integral point of communication as a hub for longform content. Links to the blog were regularly posted on Facebook and Twitter. Those links drove traffic from social media back to the blog and increased engagement and time spent on VisitMO-branded channels overall. Total blog site visits are listed:

JUN	4,356
MAY	4,732
APR	2,903
MAR	3,736
FEB	2,886
JAN	3,190
DEC	4,540
NOV	3,735
OCT	3,560
SEP	3,139
AUG	3,210
JUL	11,197

TOTAL **51,184**





















PictureMO on Flickr

In FY13, MDT made significant changes to its PictureMissouri. com photo contest. As consumers' photo-sharing behavior evolved over the past few years to be more mobile and social with less of an emphasis on quality, professional photographers became a more natural target audience for the PictureMO contest vs. the previous consumer target. To keep the PictureMO contest relevant, MDT adapted the contest from a microsite-based promotion to a contest that lives on Flickr, a social photo-sharing service. As the No. 1 channel used by photographers, a Flickr group became the natural way to secure high-quality photo assets for marketing efforts from professional and amateur photographers. Contests ran quarterly on the Flickr group page, each themed around a specific vacation interest.

Since the launch of the contest in January 2013, 77 group members have uploaded 277 high-resolution photos, exceeding goals for the year.



SOCIAL MEDIA

Throughout FY13, social media channels continued to follow the strategy from former years with a two-prong structure: consumer-facing channels (interactions created for consumers and visitors) and industry-facing channels (interactions created for tourism industry members and the press):

Consumer-facing Channels

Industry-facing Channels

facebook.com/VisitMO



facebook.com/MissouriDivisionofTourism

@VisitM0



@NewsVisitM0

flickr.com/photos/PictureMO



flickr.com/photos/MissouriDivisionofTourism

youtube.com/user/VisitMO



youtube.com/user/MoTourismNewsBureau

Blog.VisitMO.com



News.VisitM0.com

pinterest.com/VisitMO



MDT has primarily concentrated social media efforts on the consumer-facing VisitMO Facebook page since its launch in FY11.

During FY13, several content campaigns were created on the VisitMO Facebook page to achieve two distinct goals: increase the fan base and continue to grow overall reach. Over FY13, the total number of fans increased by 75 percent. Averaging all months in comparison to FY12, reach increased more than 1,000 percent. This increase could be attributed not only to engaging content but also to the inclusion of Facebook advertising within the domestic marketing spend. Keeping in mind that the overall paid media goal on Facebook (the same goal for domestic marketing) was general brand awareness (i.e., reach), the Facebook page and subsequent campaigns were in keeping with strategic goals.

Several distinct content themes were developed to increase fan engagement on the VisitMO Facebook page prior to the start of the advertising season and the launch of the new brand, Enjoy the Show. These content themes did not rely on Facebook advertisements but did increase fan engagement. They included: "12 Days of Missouri: A Holiday Gift Guide," "Missouri Memories of the Season," "13 New Reasons to Visit Missouri," "Lodging Love" and "March Matchups."

With the launch of the new Missouri Enjoy the Show brand (logo, tagline and campaign), a social media campaign was launched to support the brand, drive brand awareness and increase visitation to the state. The campaign included many parts:

- Paid Facebook ads, including promoted page posts and marketplace ads
- Facebook page content
- YouTube video content (five videos)
- YouTube TrueView pre-roll ads
- Native ads (sponsored blogs and tweets)
- Blog posts

The social media campaign was developed to tap into Missouri's "biggest fans," those consumers likely to travel to Missouri. The social media campaign supported the brand by featuring the variety of attractions and activities Missouri offers.

The social media campaign was targeted to MDT's established out-of-state target markets and explored the Enjoy the Show motif and tagline through a variety of creative deliveries. Multiple calls-to-action drove users to VisitMO.com, the Spotlight blog or YouTube videos.

The paid campaign drove more than 230K visits to VisitMO.com; TrueView pre-roll ads, specific to the social media campaign, delivered 15 percent of that traffic. Referral traffic to VisitMO.com from social media channels made the top 10 for the first time ever recorded, with Facebook and YouTube leading the pack. Nearly 15M impressions were delivered over Facebook paid efforts. Engagement rate on the VisitMO Facebook page increased by more than 300 percent in the month of April (campaign launch) over the preceding April. Finally, 38 percent of households in MDT's target markets were aware of social media efforts while 15 percent recalled seeing information about Missouri tourism on Facebook

The budget specific to social media efforts for FY13 was \$80K. Actual costs included a \$20K Facebook buy, a \$10K native advertisement buy and a \$50K TrueView buy, making up 2.2 percent of the total paid media spend of the general brand campaign.

VISITMO SOCIAL MEDIA CHANNELS - END OF FY13



35,975 +75%



3,858 +52%

STAFF ACCOUNTS **9.380**

+15%



1,404

+165%



Secondary social media channels included Twitter, Pinterest and YouTube. MDT staffers continued to utilize staff Twitter accounts and increased their Twitter following steadily with a 15 percent increase in followers. The @VisitMO consumer-facing Twitter account increased its follower count by 52 percent and delivered 3K actions, including replies and retweets from the account. The Pinterest channel was integrated with email marketing and primary consumerfacing social media channels. Pins were included in e-blasts as well as published on Facebook and Twitter. The VisitMO YouTube channel was launched in conjunction with the Enjoy the Show

campaign and delivered 655K+ views and 327K+

total minutes watched.



The monthly social media report delivered regular benchmarks and metrics for all social media channels. Key social media campaigns, like the Enjoy the Show social media campaign, delivered campaign-specific results. Aggregating monthly and campaign-specific data, the social media accounts helped to increase brand awareness and provided a customer service arm to interact with Missouri advocates and visitors to the state.

OFFICIAL TRAVEL GUIDE

In FY13, MDT focused on producing the *2014 Official Missouri Travel Guide*. This edition of the annual guide is the first to fully utilize the Enjoy the Show brand messaging and creative assets.



As in previous years, the guide is designed to inspire travel to Missouri by showcasing a variety of destinations and attractions for visitors to enjoy. The 148-page guide has information on more than 2,000 tourism businesses, plus feature-length content and photographs from across the Show-Me State.

One very significant difference between the 2014 edition and its predecessors is the use of the Missouri brand logo, instead of a standard Missouri nameplate, to differentiate from other publications. Placing the brand logo atop the cover page helps catch readers' attention, especially at venues where the guide shares rack space with other travel publications.

Also, the 2014 cover image marks a departure from previous covers; it focuses more on emotions associated with travel instead of a specific tourism destination. At the same time, the selected image reinforces one of MDT's core activity genres (family fun) and brand messaging, while offering an inspirational scene that helps travelers envision themselves enjoying a similar experience.

MDT printed 325,000 copies of the 2014 Official Missouri Travel Guide distributed at Missouri's nine Official Welcome Centers and seven Affiliate Welcome Centers. Other key distribution points are MDT's 800-call center, chambers of commerce, convention and visitors bureaus, the Missouri State Fair, industry trade shows, and tourism-related businesses. Guides also may be ordered from VisitMO.com.

WELCOME CENTERS

In FY13, more than half a million people visited MDT's Official Welcome Centers. At Welcome Centers, travelers learn more about Missouri from MDT staff members who have completed the Missouri State Travel Counselor Certification Program. These centers offer travelers a safe place to stop, stretch, take a nature break and research travel information. Customers who stop at one of our centers enhance their vacation and recreational choices and, thus, generate additional revenue for the state of Missouri. Timely travel information is available to include weather forecasts and radar, winter road conditions and construction work zones throughout the state. Picnic, dog walking and playground areas further enhance the visitors' overall traveling experience.

MDT works cooperatively with municipal governments, chambers of commerce, and convention and visitors bureaus to support affiliate welcome centers who meet inspection guidelines.



COOPERATIVE MARKETING

MDT partners with qualified destination marketing organizations to advertise and promote the state's many and varied tourism assets. The Division's Cooperative Marketing Program invests in dynamic marketing projects designed to increase visitation and visitor spending.

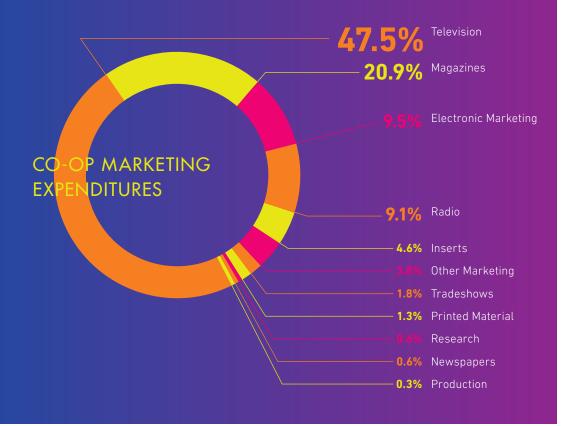
By leveraging resources, the Division continues to focus on expanding Missouri's presence in front of consumers in established out-of-state markets, in-state markets and, when possible, emerging opportunity markets based on the Division's marketing plan and research. The Cooperative Marketing Program is the second largest annual investment representing 26 percent of the Division of Tourism's annual marketing budget.

FY13 HIGHLIGHTS

Missouri must prioritize its time, energy and budget to maximize our efforts focusing only on programs that create and add value for the state and industry partners and provide a return on investment. Tactically, that means advertising, earned media, social media and the travel trade industry.

MDT's investment in 53 high-quality, performancebased projects that meet the Division's goals of increasing visitation and tourism expenditures generated 1.7 billion consumer impressions.

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. These outcomes are compiled and analyzed in the Program Summary Report, which may be viewed on the co-op section of Industry. VisitMO.com.



COOPERATIVE MARKETING AWARDS

The funding amount available to a certified Destination Marketing Organization (DMO) is determined by the maximum amount allocated per Missouri county and secondly by the certification level of the countywide DMO. Detailed information on the funding types and categories can be found in the "Cooperative Marketing Guidelines," which may be viewed on the co-op section at Industry.VisitMO.com.

DMO NAME	COUNTY DESIGNATIONS	AWARD
CVA of Greater Kansas City	Western Jackson/Clay	\$457,294
St. Louis CVC	St. Louis City/St. Louis County	\$457,294
Branson/Lakes Area CVB	Taney	\$457,294
Springfield CVB	Greene/Polk/Christian	\$433,336
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$203,245
City of St. Charles Tourism Department	St. Charles	\$193,445
City of Independence – Tourism Dept.	Eastern Jackson	\$168,959
Table Rock Lake Chamber of Commerce	Stone	\$143,751
Buchanan County Tourism d/b/a St. Joseph CVB	Buchanan	\$124,348
City of Columbia CVB	Boone	\$67,189
Jefferson City CVB	Cole	\$46,196
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$43,697
City of Lebanon	Laclede	\$41,691
Washington Area Chamber of Commerce	Franklin	\$24,829
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$24,780
City of Sikeston d/b/a Sikeston CVB	Scott	\$21,262
Sedalia Area Chamber of Commerce	Pettis	\$20,277
City of Hannibal CVB	Marion/Ralls	\$10,000
Platte County Visitors Bureau	Platte	\$10,000
City of Hermann Tourism	Gasconade	\$10,000
Clinton Tourism Association Inc.	Henry	\$8,445
Pulaski County Visitors Bureau	Pulaski	\$6,400
Carthage CVB	Jasper	\$5,000
City of Boonville Tourism Department	Cooper	\$4,999
Marshall Chamber of Commerce	Saline	\$4,989
Rolla Area Chamber of Commerce and Visitor Center	Phelps	\$3,450

Total Award \$2,992,170

MISSOURI JEWELS PROGRAM

Missouri Jewels is a two-year, entry level tourism marketing program for counties that contain promising tourism assists. The goal is to assist those counties in developing sustainable tourism-marketing programs.

ORGANIZATION NAME	COUNTY	AWARD
Pike County Tourism Commission	Pike	\$1,900

Total Award

CIVIL WAR 150 PROMOTION AWARDS

In conjunction with the Cooperative Marketing Program, the Civil War 150 Promotion provides matching funds for performancebased marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions.

\$1,900

ORGANIZATION NAME	COUNTY	AWARD
Mark Twain Home Foundation	Marion	\$4,750
Missouri's Civil War Heritage Foundation Inc.	Multiple Counties	\$850
	Total Award	\$5,600

PARTNERSHIPS































INDUSTRY PARTNER OPPORTUNITIES

SEM PARTNERSHIP PROGRAM

The Division of Tourism's SEM Partnership Program provides the opportunity for a coordinated strategy in the implementation of pay-per-click search engine marketing for MDT and destination marketing organizations throughout Missouri.

PARTNERS	COUNTY	MATCHING FUNDS
Branson/Lakes Area CVB	Taney	\$17,000
City of Independence – Tourism Dept.	Eastern Jackson	\$17,000
CVA of Greater Kansas City	Western Jackson/Clay	\$17,000
Lake of the Ozarks Tri-County Lodging	Miller/Morgan/Camden	\$17,000
Springfield CVB	Greene/Polk/Christian	\$15,750
Buchanan County Tourism d/b/a St. Joseph CVB	Buchanan	\$14,250
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$11,000
City of Hermann Tourism	Gasconade	\$9,000
City of St. Charles Tourism Department	St. Charles	\$9,000
Sedalia Area Chamber of Commerce	Pettis	\$8,500
Pulaski County Visitors Bureau	Pulaski	\$5,600
City of Hannibal CVB	Marion/Ralls	\$5,500
Jefferson City CVB	Cole	\$4,200
City of Sikeston d/b/a Sikeston CVB	Scott	\$3,700
City of Columbia CVB	Boone	\$3,600
Lake of the Ozarks Golf Council	Miller/Morgan/Camden	\$3,000
Washington Area Chamber of Commerce	Franklin	\$2,000
Rolla Area Chamber of Commerce and Visitor Center	Phelps	\$1,000

Total Award \$164,100

TEAMS CONFERENCE

The Division encourages economic development through the promotion and recruitment of sporting events across the state involving amateur, collegiate and professional sports organizations. Over the past two years, MDT invested \$33,000 in cooperation with 14 industry partners for participation in the TEAMS Annual Conference.

GROUP TOUR

In FY13, the Division of Tourism continued its outreach to the group travel market by attending trade shows catering to professional travel planners.

These tour operators are for-profit companies who package, market and sell multiple vacation elements, including air or surface transportation arrangements and accommodations to consumers. Package tours are generally sold to the public through travel agents and/or group leaders. Organizations primarily engaged in providing accommodations, food, outfitter services, tour guides, river cruises or destination marketing organizations are considered "suppliers" in this industry. This industry is facing increased competition from consumers who are directly booking travel accommodations online; however, Missouri continues to be a top-tier state gaining group tour market share after fighting through declines during the recession.

At these shows, the planners share their interests, and then MDT distributes those leads to the Missouri travel and tourism industry. Each lead has the potential to bring groups of up to 54 people per coach to the state. The most recent research shows that group travelers spend approximately \$22,000 per motor coach. More than 150 leads were gathered in FY13 representing a potential for over \$3 million in revenue.

The **National Tour Association (NTA)** has a membership comprised mostly of 1,500 mid-sized operators. They plan trips to, from and within North America.

The American Bus Association (ABA) is the largest motor coach organization in North America, comprised of a majority of small operators, many of whom own their own buses. In the U.S. and Canada, there are 4,478 companies operating 42,895 motor coaches. Building on the selection of St. Louis as the site of the 2015 ABA Marketplace, MDT partnered with tourism industry associates to promote, foster and encourage travel to and within Missouri. In January, 2013, MDT co-hosted an entire attendee luncheon with a one-hour production about travel to Missouri.

Bank Travel Conference, sponsored by Bank Travel Management, brings planners from bank travel clubs together with suppliers.

Missouri Bank Travel Exchange, sponsored by the Missouri Travel Council, is a regional show targeting planners who work with bank travel clubs.

A select group of 31 tour operators from the U.S. and Canada have joined together to create **Travel Alliance Partners (TAP)**. In October 2012, the board of directors met in Kansas City. MDT sent a representative to the annual TAP conference, called the TAP Dance, in June 2013.

INTERNATIONAL

Marketing to the international visitor has attained even greater importance with the promotion of the U.S. by Brand USA (BUSA).

Established by the Travel Promotion Act in 2010, BUSA has launched a \$150 million global advertising campaign inviting travelers to vacation in the U.S. For the first time in many years, we have an opportunity to open doors in international markets previously unattainable due to limited resources/budget.

In the spring of 2013, MDT participated in a cooperative campaign in eastern Canada consisting of a newspaper insert, a digital component on DiscoverAmerica.com and direct email marketing resulting in a 35 percent increase in inquiries from Canada.

MDT has invested in research, surveys and multiple strategy meetings/discussions to determine international target markets, approach and tactics. With this information, we are pursuing prioritized collective marketing opportunities with BUSA to share content about Missouri's unique road trips, historic sites and beautiful outdoor resources.

MISSISSIPPI RIVER COUNTRY

MDT's director assumed the chairmanship of Mississippi River Country (MRC), a consortium of 10 states along the Mississippi River that market the Great River Road domestically and to the Japanese market. This global approach for our regional marketing strategy will ultimately extend the reach of everyone's marketing investments and capture more visitors. MRC obtained a three-year grant from the U.S. Department of Commerce expanding promotional efforts, including familiarization trips that bring Japanese media and travel planners to the region to learn more about the states along the river.

Additionally, MDT participated in the following trade shows:

U.S. Travel Association's IPW

(formerly International Pow Wow) – MDT partnered with the Branson Convention and Visitors Bureau and the St. Louis Convention and Visitors Commission to promote Missouri's assets that appeal to international travelers, including Mark Twain, Jesse James and Route 66. The appointments at IPW targeted primarily Canadian, UK and Japanese buyers, and included Australia, Brazil, France and Germany.

The **Ontario Motor Coach Association (OMCA)** allows Canadian tour operators to interact with North American tourism suppliers. In November 2012, MDT attended the show and generated 27 leads for Missouri's tourism industry.

PUBLIC RELATIONS

MEDIA TRACKING

The total advertising equivalency for FY13 was approximately **\$11.06M**. Monthly and quarterly dollar values are found in the following table along with a table outlining a brief selection of premium media clips (print and online) that showcased Missouri as a travel destination.

FY13 ADVERTISING EQUIVALENCY MONTHLY/QUARTERLY



PREMIUM MEDIA CLIPS

DATE	MEDIA OUTLET	ARTICLE TITLE
7.20.12	CNN	America's Great Riverfront Towns
7.25.12	USA Today	Best Swimming Holes Across the USA
10.19.12	CNN	7 Gross Wonders Across America
11.17.12	Miami Herald	On a Budget? It's a St. Louis Free-For-All
12.1.12	STL Post-Dispatch	Updated Missouri Hotels Hope to Keep Route 66 Magic Alive
12.6.12	Forbes	Great Urban Weekend Escapes: Kansas City
12.19.12	Home and Away	2013 Official Missouri Travel Guide Now Available
1.8.13	Fox News	Top Sleeper Cities of 2013 (St. Louis)
1.8.13	Travel & Leisure	T+L 500 World's Best Hotels List
1.15.13	Refinery 29	29 Places We're Dying To See In 2013 (Kansas City)
4.13.13	American Trails	Missouri: Best Trails State Award
6.16.13	LA Times	New Rides and Cool Attractions (Branson)



MEDIA TRACKING COOPERATIVE PROGRAM

During FY11, H&L developed a cooperative media tracking program, providing access to MDT's media tracking service at a subsidized cost. The program allowed participating CVBs access to online media coverage and an extensive contacts database. Both St. Joseph CVB and Independence CVB began participating at the start of the program and continued to participate throughout FY13.



COMMUNICATIONS PARTNERSHIPS

Tom Uhlenbrock

MDT and the Missouri Department of Natural Resources collaborate with Tom Uhlenbrock, a well-known travel writer (formerly of the *St. Louis Post-Dispatch*), to amplify our Missouri message. Articles and photos submitted by Uhlenbrock help populate blog entries and various MDT sites, and they contribute to travel writer pitches and news releases.

Scott Pauley

Scott Pauley, professional fisherman, represents MDT in promoting outdoor recreation and education throughout the Midwest. Pauley competes in professional fishing tournaments and never misses an opportunity to promote Missouri in media interviews, educational appearances and through branded equipment.

Consumers can follow Pauley at @FishinMO on Twitter to learn about where to fish and which equipment to use, in addition to answering questions and providing advice about Missouri's outdoor opportunities.

TOURISM'S LEGACY

1993 — House Bill 188 passed. It created a funding mechanism, becoming a national model, for a dependable revenue source for the Division of Tourism. This legislation set aside a percentage of tourism-generated tax revenue for further tourism promotion, while requiring no tax increases. Received an Odyssey Award for support of the passage of HB 188 – presented by the Travel Industry Association of America for tourism awareness.

1995 — MDT began the performance-based Cooperative Marketing Program, affording the Division the opportunity to partner with certified, not-for-profit destination marketing organizations, on a dollar-for-dollar basis, for qualified tourism marketing projects.

1998 — Legislation passed to extend the MDT's supplemental funding source through 2004.

1999 — Received a Creativity Award for Marketing and Promotion in a Niche Market, from the National Council of State Tourism Directors (NCSTD). Chris Jennings, MDT's Director, was elected Chairman of the NCSTD. Chris Jennings named NCSTD State Tourism Director of the Year.

2000 — Received a Mercury Award for creativity in television advertising from the NCSTD. Lt. Governor Roger Wilson was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Joel Pottinger, Director of the Lake of the Ozarks CVB. Chris Jennings re-elected Chairman, NCSTD.

2001 — FY94 base appropriation was paid back. A provision in HB 188 stipulated the original FY94 base appropriation was to be paid back to the state by 2004. MDT paid it off three years early. Gov. Mel Carnahan was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Kirk Hansen, PR Director, Fantastic Caverns.

2002 — Odyssey Award, from the Travel Industry Association of America, was presented to MDT for its international advertising campaign. Don Morrison, TWA, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. Sidney Johnson.

2003 — HB 1620 extended the sunset clause of HB 188 through the year 2010. Sam Allen, former tourism director of the Lebanon Convention and Visitor Center, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Ken Fiebelman.

2004 — Received a Mercury Award for technical marketing from NCSTD. Received an Odyssey Award from the Travel Industry Association of America for MDT's cultural advertising campaign. Sen. Doyle Childers inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Russell.

2005 — Joel Pottinger, Director, Lake of the Ozarks CVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Lt. Governor Joe Maxwell.

2006 — Received a Mercury Award for creativity in radio advertising from NCSTD. Marci Bennett, Executive Director, St. Joseph CVB and MACVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Dale Amick, Legislative Consultant, Missouri Travel Council.

2007 — HB 205/SB 376 extended the sunset clause of HB 188 to the year 2015. Former State Representative Herb Fallert inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Chip Mason, Director of Government Relations, Herschend Family Entertainment.

2008 — Pat Amick, Executive Director, Missouri Travel Council, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Gary Figgins, Publisher, Show-Me Missouri Magazine. MDT introduced the Missouri Jewels Program, designed to assist emerging tourism destinations in developing an effective, robust marketing program.

2009 — Received a Gold Adrian Award for the "Stay Close" advertising campaign. Presented by the Hospitality Sales and Marketing Association International (HSMAI). Received a Ranly Award for the Best Entire Issue for the 2009 Official Missouri Vacation Planner. Presented by the Missouri Association of Publications. Gene and Eleanor Maggard, owners of Akers Ferry Canoe Rental and Campgrounds, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Griesheimer. Welcome Center Marketing Research Study completed. J. Desmond Slattery International Professional Marketing Research Award presented to MDT by the Travel and Tourism Research Association (TTRA) for the Missouri Welcome Center Marketing Research Study. Sarah Luebbert, MDT's Communications Director, was elected to Mid-MO Public Relations Society of America (PRSA) Board of Directors. Dee Ann McKinney, MDT's Research Manager, was elected President–TTRA.

2010 — Received three Gold Adrian Awards from HSMAI: for the VisitMO.com/ideas website; the overall "Stay Close" advertising campaign; and Synched Web banners. Awarded two Ranly Awards from the Missouri Association of Publications: for Best Website Homepage, for VisitMO.com; and Best Entire Issue—Government and Public Services, for the 2010 Missouri Travel Guide. Kirk Hansen, PR Director, Fantastic Caverns, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Maynard Wallace. Dee Ann McKinney, MDT's Research Manager, was elected Chairman of the Board—TTRA.

2011 — Received a Platinum Adrian Award for the "Don't Take Less of a Vacation, Take a Vacation for Less in Missouri" advertising campaign, presented by HSMAI. Received Gold Adrian Awards from HSMAI for MDT's fishing and skiing television commercials. VisitMO.com received a B2 Award of Excellence from the Business Marketing Association (BMA) for results and design. Pat Jones, philanthropist, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Tracy Kimberlin, President/CEO, Springfield CVB.

2012 — Katie Steele Danner assumed chairmanship of Mississippi River Country. Maureen Rone was inducted in the Missouri Tourism Hall of Fame. Rep. Don Ruzicka received the Sen. Emory Melton Legislative Award.

2013 — Received six Gold Adrian Awards, one Silver Adrian Award and three Bronze Adrian Awards from HSMAI for Enjoy the Show advertising campaign. Dee Ann McKinney, MDT's research manager, received the 2013 Missouri State Employee Award of Distinction for Public Service and the 2013 TTRA President's Award. Rep. Don Phillips was successful with his sponsorship of H.B. 316 which ensures Missouri's tourism funding mechanism will not sunset until the year 2020.

2013 MISSOURI TOURISM AWARDS

Presented at the annual Governor's Conference on Tourism

HALL OF FAME

Tourism's highest honor, this recognition is reserved for a person who has supported the industry for at least 10 years, leaving a lasting and positive impression upon the economy and the welfare of Missouri.

Recipient: Robert (Bob) F. O'Loughlin, St. Louis

SEN. EMORY MELTON LEGISLATIVE AWARD

Given to a legislator or tourism industry member who worked closely with the legislative process to promote the value of tourism in Missouri and to ensure the industry continues to flourish.

Recipient: Rep. Don Phillips, Kimberling City

AMBASSADOR AWARD

Honors those who supported the promotional efforts of Missouri's attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience.

Recipient: Chuck Martin, Cape Girardeau

MARKETING CAMPAIGN AWARD

Recognizes achievement in integrated marketing campaigns leading to increased visitation.

Recipient: Springfield Convention & Visitors Bureau, Springfield

NAVIGATOR MEDIA AWARD

Honors a media entity for outstanding support and promotion of Missouri Tourism through stories and images.

Recipient: **Hermann Advertiser- Courier, Hermann**

SPOTLIGHT AWARD

Recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions spotlighting Missouri as a destination.

Recipient: Chef Michael Smith, Kansas City

PATHFINDER AWARD

Presented to trailblazing marketers who successfully promote and build niche markets.

Recipient: Doniphan
Neighborhood Assistance
Program Inc., Doniphan

INNOVATOR AWARD

Pays tribute to a small tourism entity that achieved great results with a small budget.

Recipient: Washington Area Chamber of Commerce, Washington

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